

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|-----------------------|--|---|-----------|
| In re application of: |  | ) |           |
|                       | Mark A. Geiger                             | ) |           |
| Serial No.:           | 09/871,493                                 | ) | Art Unit  |
|                       |  | ) | 2621      |
| Filed:                | May 31, 2001                               | ) |           |
|                       |  | ) | Conf. No. |
| For:                  | ELECTRONIC SHOPPING CART DISPLAY<br>SYSTEM | ) | 9598      |
|                       |  | ) |           |
| Examiner:             | David J. Czekaj                            | ) |           |

**REQUEST FOR CONTINUED EXAMINATION**

MAIL STOP: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This correspondence is responsive to the Office Action mailed May 22, 2006 for the above-referenced application. The following Response addresses every rejection set forth in the Office Action, thus placing the application in condition for allowance. Pursuant to 37 C.F.R. § 1.114 please continue examination and amend the above-referenced patent application as follows.